- after first deposit at birth, there was a gap of 6 years where the deposit had to be kept alive without any transactions;
- issue of keeping fixed deposits for over 5 years was another technical hitch;
- families do not benefit in the present as amounts were locked;
- scholarships amounts are blocked, therefore no incentive for girl to be retained in school;
- multi agency delivery mechanism and hence administrative costs were high;
- scheme did not provide adequately for administration costs of the scheme;
- the time and effort in implementaiton was high—more than 11 transactions for an amount of Rs. 6700.

(c) The Scheme of Balika Samridhi Yojana is slated for transfer to the State Sector and is under the consideration of National Development Council. Hence no outlays were provided for the Scheme in the years 2005-06 and 2006-07.

Failure of ICDS

707. SHRI MOTIUR RAHMAN: Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

(a) whether the Integrated Child Development Scheme (ICDS), introduced 31 years ago, has failed to improve the nutritional status of children under six;

(b) whether India's malnutrition rate is nearly double that of sub-Saharan Africa and has a role to play in nearly 50 per cent of all child deaths in the country; and

(c) if so, the details of measures taken for good care of infants and toddlers?

THE MINISTER OF STATE OF THE MINISTRY OF WOMENAND CHILD DEVELOPMENT (SHRIMATI RENUKA CHOWDHURY): (a) The impact of the Scheme has been significant in improving the nutritional status of beneficiaries as brought out by various studies carried out from time to

time-the latest being the Quick. Evaluaiton of the ICDS Scheme by NIPCCD in 2005-06.

As per the findings of National Family Health Survey (NFHS-3), performance of States/UTs in reducing malnutrition amongst children varies considerably. While there has been significant reduction in prevalence of malnutritio amongst children below 3 years in some States, in many others the reduction has been far from satisfactory.

(b) and (c) As per UNICEF Report titled "Progress for Children, A Report Card on Nutrition, No. 4, May, 2006", 47% of the underweight children under 5 years in India are underweight the corresponding figure for Sub-Saharan Africa is 28%.

Malnutrition is a multi-faceted problem, the determinants of which vary from female illiteracy, age of girls at marriage and the first child birth, household food security, access to health care, immunization, safe drinking water, sanitation and other social services.

The Government is already seized of the problem and a number of Scheme/Programmes are being implemented through various Ministries/ Departments which have, direct or indirect, bearing on nutritional status of children. These programmes include:

* Integrated Child Development Services (ICDS) Scheme (Ministry of Women and Child Development)
* Reproductive & Child Health Programme, (Ministry of Health and Family Welfare);
* National Nutritional Anemia Control Programme, (Ministry of Health . and Family Welfare);
* National Prophylaxix Programme against Blindness due to Vitamin-A, (Ministry of Health & Family Welfare);
* National Iodine Deficiency Control Programme, (Ministry of Helath and Family Welfare);
* Poverty Alleviation Programme, (Ministry of Rural Development);
* Targeted Public Distribution System, (Department of Food and Consumer Affairs);
* A Pilot proejct in 51 districts to provide free food grains to

undernourished adolescent girls and pregnant & nursing mothers, (Ministry of Women and Child Development);

* National Rural Health Mission - Reproductive Child Health (RCH) (Ministry of Health and Family Welfare).

* Total Sanitation Campaign and Swajaldhara of Ministry of Rural Development

Depiction of Indian Women in a poor Light

708. SHRI S.M. LALJAN BASHA: Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

(a) whether the National Commission for Women (NCW) has received any representations recently highlighting the depiction of Indian women in a poor light by MNC soft drink companies;

(b) whether it is a fact that the NCW has not been alert in immediately raising objections to such advertisements in the visual and news print media, which lead to eve-teasing and women-harassment;

(c) what steps the NCW will take to ensure greater alertness and vigil in watching the media for advertisements which generally degrade conservative and traditional values of India; and

(d) the steps proposed to take stringent action poor depiction of women in advertisements?

THE MINISTER OF STATE OF THE MINISTRY OF WOMEN AND CHILD DEVELOPMENT (SHRIMATI RENUKA CHOWDHURY): (a) Yes, Sir. The NCW has informed that it has recently received a representation regading TV advertisement by Coca Cola depicting girls and women in very poor light.

(b) No, Sir. The NCW has been alert in raising objections immediately to advertisements in the visual and print media. In the case of Coca Cola advertisement mentioned in reply to part (a) above, NCW acted immediately - and sought the comments of Coca Cola Company which was duly examined by the NCW for appropriate action. The NCW has further informed that it had also intervened in the matter of denigrating advertisement hoardings like *"Bete Ek Faida, Betiyan Ek Ghata, Bete apna Dhan, Betiyan Paraya*